CONTRACT



KSTU 5020 W. Amelia Earhart Dr. Salt Lake City, UT 84116 (801)532-1300

And:

Media Strategies & Research 1580 Lincoln St Suite 510 Denver, CO 80203

| | Contract / Re 574793 | evision / | Alt Orde | r# |
|-----------------------------------|-------------------------|---------------|--------------|---------------------|
| Product | <u></u> | | | |
| Contract Dates | Estimate # | , | <u> </u> | |
| 09/17/12 - 09/23/12 Advertiser | 11953 | | 10::::: | |
| | | | Original Dat | <u>e / Revision</u> |
| Matheson/D/Congress | 1 | , | 09/13/12 | / 09/14/12 |
| the second second second | Billing Cycle | lBillina | Calendar | Cash/Trade |

| | | 00/10/12 | / 03/14/12 | | | | | |
|--------------------|----------------|--------------|----------------|--|--|--|--|--|
| Billing Cycle | Billing | Calendar | Cash/Trade | | | | | |
| EOM/EOC | Broado | cast | Cash | | | | | |
| <u>Station</u> | Accour | nt Executive | Sales Office | | | | | |
| KSTU | Kent C | arbon | Salt Lake City | | | | | |
| Special Hand | ling | | | | | | | |
| | | | | | | | | |
| <u>Demographic</u> | | | | | | | | |
| Adults 25-54 | | | | | | | | |
| | | | G. | | | | | |
| IDD# | | | | | | | | |
| <u>IDB#</u> | Advertis | ser Code | Product Code | | | | | |
| | | _ | | | | | | |
| Agency Ref | Advertiser Ref | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

| *Line Ob Otest Date E LD L D L D | | Spots/ | To | otals |
|--|---------------------------------------|-----------------------|------------|------------|
| *Line Ch Start Date End Date Description | | Days Length Week Rate | Type Spots | Amount |
| N 1 13 09/17/12 09/23/12 M-F 530a-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 11111 5 | 530a-6a <u>Rate</u> \$250.00 | :30 | NM 5 | \$1,250.00 |
| N 2 13 09/17/12 09/23/12 M-F 6a-7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 11111 5 | 6a-7a <u>Rate</u> \$375.00 | :30 | NM 5 | \$1,875.00 |
| N 3 13 09/17/12 09/23/12 M-F 7a-8a <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/17/12 09/23/12 11111 5 | 7a-8a <u>Rate</u> \$375.00 | :30 | NM 5 | \$1,875.00 |
| N 4 13 09/17/12 09/23/12 M-F 8a-9a <u>Start Date End Date Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 111111 5 | 54 54 | :30 | NM 5 | \$1,875.00 |
| N 5 13 09/17/12 09/23/12 Sa 7a-9a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121- 1 | 7a-9a <u>Rate</u> \$325.00 | :30 | NM 1 | \$325.00 |
| N 6 13 09/17/12 09/23/12 Su 7a-9a Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121 1 | 7a-9a <u>Rate</u> \$325.00 | :30 | NM 1 | \$325.00 |
| N 7 13 09/17/12 09/23/12 M-F 3p-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 1111 4 | 3p-4p <u>Rate</u> \$200.00 | :30 | NM 4 | \$800.00 |
| N 8 13 09/17/12 09/23/12 M-F 530p-6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1 | 530p-6p <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1-1-1 3 | <u>Rate</u> \$1,500.00 | :30 | NM 3 | \$4,500.00 |
| N 10 13 09/17/12 09/23/12 Sa 9p-1005p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12S- 2 | Rate | :30 | NM 2 | \$1,600.00 |
| N 11 13 09/17/12 09/23/12 Su 9p-1005p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1 | 9p-1005p <u>Rate</u> \$1,500.00 | :30 | NM 1 | \$1,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Buy Detail Salt Lake City,TV

Est ID:

11953

Client:

Matheson for Congress 2012

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

KSTU-TV

| | | | | | | | | Fri | | Sun | | |
|------------------------|--------|-------------|-------------|-----|------------------|-----------|-----------|-----------|-----------|-----|-------|-------|
| Program Name D | | Days | ays | Sep | iep Sep 17 18 | Sep 19 | Sep 20 | Sep 21 | Sep 22 | Sep | | |
| | DP | Length | Rate | 17 | | | | | | 23 | | Total |
| KSTU 5:30a News | EM | и М-F | \$250.00 | 1 | 1 | 1 | 1 | 1 | | | ····· | 5 |
| 5:30 AM - 6:00 AM | | 30 | \$1,250.00 | | | | | | | | | 5 |
| Sold out at LUR per | KSTU | . Move to | | | | | | | | | | |
| KSTU 6a News | ΕM | M-F | \$375.00 | 1 | 1 | 1 | 1 | 1 | | | | 5 |
| 6:00 AM - 7:00 AM | | 30 | \$1,875.00 | | | | | | | | | 5 |
| Soid out at LUR per I | KSTU. | . Move to | | | | | | | | | | |
| Sunday 7a News | EM | | \$325.00 | | | | | | | 1 | | , |
| 7:00 AM - 9:00 AM | | 30 | \$325.00 | | | | | | | ' | | 1 |
| Sold out at LUR per h | KSTU. | . Move to I | | | | | | | | | | |
| KSTU 7a News | EM | | \$375.00 | 1 | 1 | 1 | 1 | 1 | | | | _ |
| 7:00 AM - 8:00 AM | | 30 | \$1,875.00 | • | • | , | ' | ' | | | | 5 |
| Sold out at LUR per k | KSTU. | | | | | | | | | | | |
| Saturday 7a News | EM | Sa | \$325.00 | | | | | | 1 | | | |
| 7:00 AM - 9:00 AM | | 30 | \$325.00 | | | | | | 1 | | | 1 |
| Sold out at LUR per K | (STU. | | | | | | | | | | | |
| STU 8a News | EM | M-F | \$375.00 | 1 | 1 | 1 | 1 | 1 | | | | |
| 8:00 AM - 9:00 AM | | 30 | \$1,875.00 | • | ' | | ' | ' | | | | 5 |
| Sold out at LUR per K | STU. | | | | | | | | | | | |
| udge Judy | EF | M-F | \$200.00 | 1 | 1 | 1 | 1 | | | | | |
| 3:00 PM - 4:00 PM | | 30 | \$800.00 | , | , | ' | ļ | | | | | 4 |
| | | 00 | Ψ000.00 | | | | | | | | | |
| STU 5:30p News | EN | M-F | \$500.00 | | | | | 1 | | | | 1 |
| 5:30 PM - 6:00 PM | | 30 | \$500.00 | | | | | | | | | 1 |
| Sold out at LUR per K | STU. | Move to L | 1 to clear. | | | | | i | | | | |
| STU 9p News | LN | M-F | \$1,500.00 | 1 | | 1 | | 1 | | | | • |
| 9:00 PM - 10:00 PM | | 30 | \$4,500.00 | | | • | | • | | | | 3 |
| Sold out at LUR per KS | STU. | Move to L1 | | | | | | | | | | |
| aturday 9p News | LN | Sa | \$800.00 | | | | | | 1 | | | |
| 9:00 PM - 10:00 PM | | 30 | \$800.00 | | | | | | ' | | | 1 |
| Sold out at LUR per KS | STU. I | | , | | | | | | | | | |
| ınday 9p News | LN | Su | \$1,500.00 | | | | | | | 1 | | |
| 9:00 PM - 10:00 PM | | 30 | \$1,500.00 | | | | | | | 1 | | 1 |
| Sold out at LUR per KS | STU. M | | | | | | | | | | | |
| ation Totals | | | 15,625.00 | 6 | 5 | 6 | 5 | e | _ | • | | |
| ation Net | | | 13,281.25 | U | U | U | b | 6 | 2 | 2 | | 32 |